

Hello, I'm Callista Faustine

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Open the portfolio with a 'two-page' preview for best viewing experience



ULTRA COMFORT
Luxuriously Crafted in Italy

SHOP NOW

Elizee

Marketing Specialist

I specialize in crafting diverse digital and traditional marketing campaigns across various channels. Proficient in Adobe applications, I excel in creating compelling advertisements tailored for social media platforms. Beyond design, I also manage the operational side of the business, overseeing influencer marketing in LTK, handling order management in Shopify, and utilizing Meta Ads Manager.



elizée
MADE IN ITALY

THE COMFORT REVOLUTION IS HERE.
Step into ultra-cushion

Come visit us at **ASWE**

Madison Kristoff | 724-591-0078 Park Lane New York Hotel
partnerships@elizeeshoes.com 16th floor, Room #1608

www.elizeeshoes.com

OUR STORY

Step into a world of elevated style and irresistible comfort with Elizée's exquisite line of heels. Handcrafted in Italy with the finest materials, each pair embodies the essence of luxury in every stitch.

Discover the brand's secret weapon: its ultra-comfort insole engineered with three layers of advanced technology, delivering exceptional cushioning and support for all-day wear.

Experience the perfect blend of style, craftsmanship, and unparalleled comfort with Elizée.

CONTACT

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724.591.0078

elizée
MADE IN ITALY

ELIZEESHoes.COM @ELIZEESHoes

Irresistible comfort.

elizée
MADE IN ITALY

Ultra-cushion tech meets luxurious Italian artistry in our patent pending comfort insole.

NEW!
SS 2024
IN STOCK
Brigitte

elizeshoes.com | 724.591.0078 elizeeshoes

"Beyond Comfortable."
E.E.E.E.

ULTRA-COMFORT INSOLE

HIGH TECH MEMORY CUSHION
Absorbs Impact

ULTRA-RESPONSIVE GEL
Cushions every step

CONTOURED INSOLE
Relieves forefoot pressure

elizée
MADE IN ITALY

Visit Our Booth At
COTERIE
September 19th-21st
Booth #5215

MADISON KRISTOFF
ACCOUNT MANAGER
partnerships@elizeeshoes.com
724.591.0078

Spring/Summer 2024
Available Immediately

 ARIA Black Nappa \$495 R	 ARIA Camel / Metallic \$495 R	 CRYSTAL Black / Mesh \$495 R	 CRYSTAL Taupe / Mesh \$495 R
 ADRIANA Black Python \$525 R	 ADRIANA Caramel Nude \$525 R	 AMETISTA Creme Python \$525 R	 IORELLA Powder Pink \$525 R
 BRIGITTE Floral / Denim \$525 R	 BRIGITTE White / Metallic \$525 R	 BRIGITTE Platinum / Metallic \$525 R	 BRIGITTE Caffe / Metallic \$525 R
 SOLANGE Raspberry Nappa \$565 R	 SOLANGE White Nappa \$565 R	 SOLANGE Platinum Nappa \$565 R	



elizée **Elizée Shoes**
Sponsored · 🌐

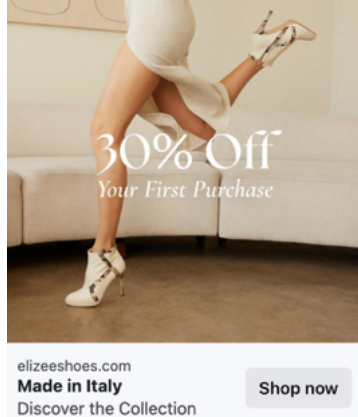
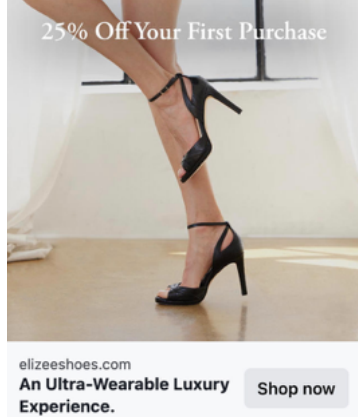
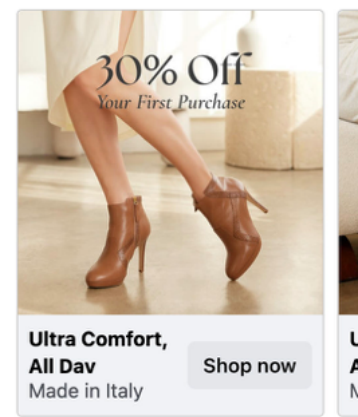
Step into style and comfort with our best selling boot, now in new colors!

elizée **Elizée Shoes**
Sponsored · 🌐

Feel your most stylish and comfortable this holiday season with Elizée. Sign up for 25% off.

elizée **Elizée Shoes**
Sponsored · 🌐

Meet the Deia bootie: high impact, low effort, ultra comfortable.



Like Comment Share

elizeeshoes.com
An Ultra-Wearable Luxury Experience. Shop now

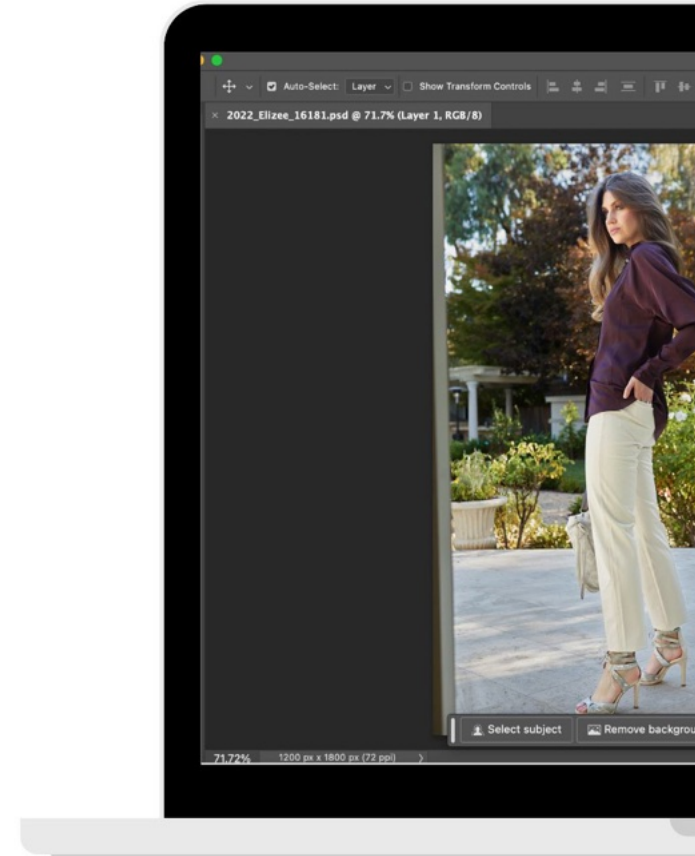
Like Comment Share

elizeeshoes.com
Made in Italy
Discover the Collection Shop now

Like Comment Share

Social Media and Ads

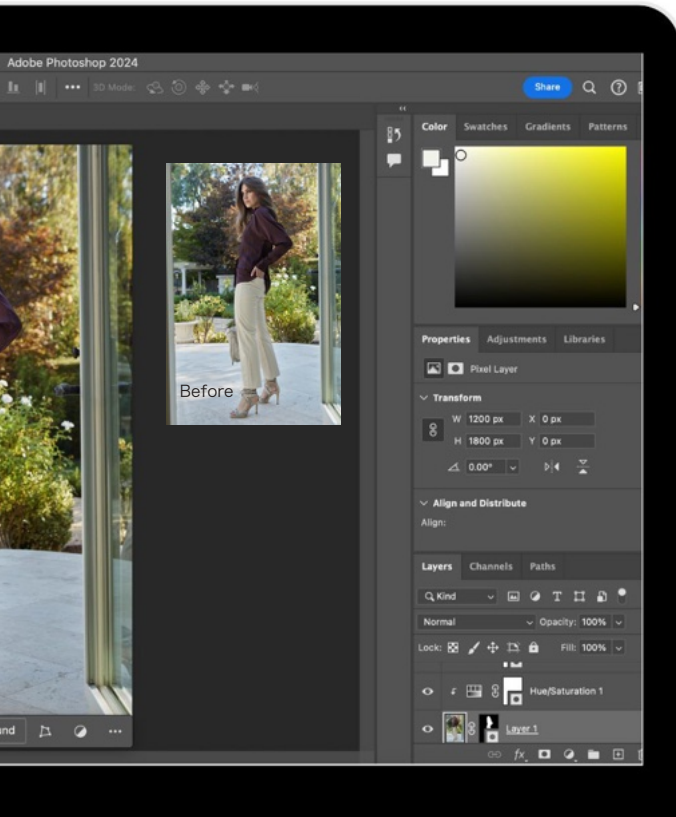
I design and execute compelling social media ad campaigns, enhancing images through expert editing to achieve the desired look for each image.



I showcase expertise in utilizing the Like to Know feature to create seamless connections between creators and brands, ensuring ads resonate with the brand and fit within budget.

I'm skilled in utilizing the Meta Business Suite to manage ad campaigns, specializing in developing and implementing strategies for audience engagement, ensuring seamless integration and performance.

Campaigns in Adobe Photoshop to expertly edit images
a polished look—smoothing, brightening, and color-correct

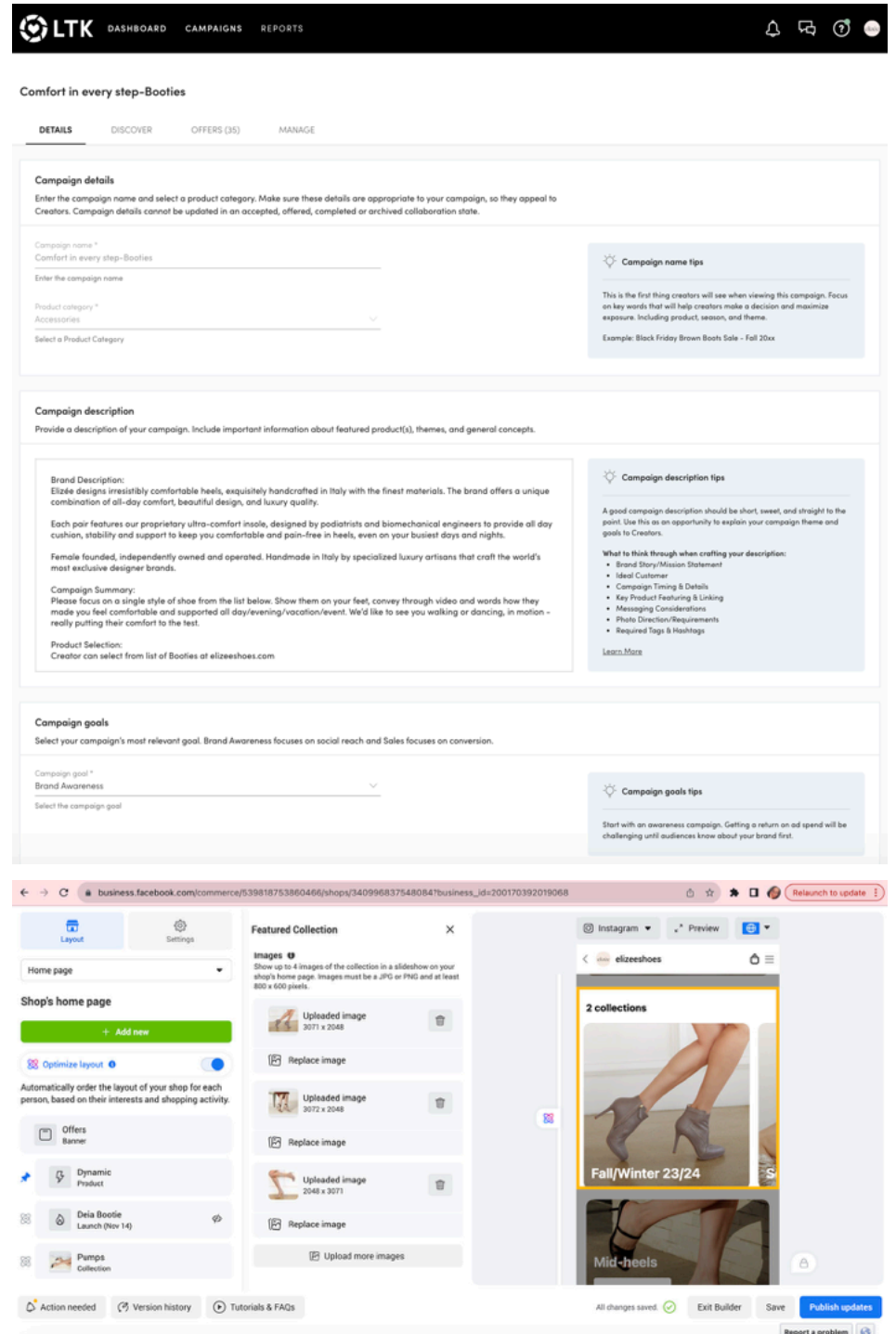


Like to Know.It (LTK)

Like to Know.It platform—a dynamic public relations website that facilitates
brands. My expertise includes selecting influencers whose values
budgetary considerations, ensuring impactful content creation that
maximizes resources.

Meta Business Suite management

Meta Business Suite for efficient management of Facebook, Instagram, and Shops.
Using effective approaches to optimize social media presence and
Shops management for an enhanced e-commerce experience.





JWANDERSON

"I'M NOT GOOD ENOUGH" -OUR TOXIC SELF AND THE TOXIC COMMUNITY

JW Anderson

Marketing Promotion Strategy

Final Marketing Project 2021

Academy of Art University (AAU)

JW Anderson is a brand with no boundaries. The brand wants to expand its creative stories with each collection it designs. JW Anderson, thriving since 2008, aims to expand its creative stories with each collection, focusing on designing unique products for men and women. Notably, their patchwork cardigan gained popularity after being worn by Harry Styles. The brand intends to continue producing avant-garde designs through patchwork and wearable designs for everyday comfort and quality.

PROJECT OBJECTIVES

Create and design an integrated marketing campaign using a creative brief for a variety of promotional channels for JW Anderson.

WHAT I LEARN

Create solutions to marketing problems and implement various promotional methods for JW Anderson.

TOOLS

Adobe InDesign
Adobe Photoshop
Canva
Google Ads
MailChimp

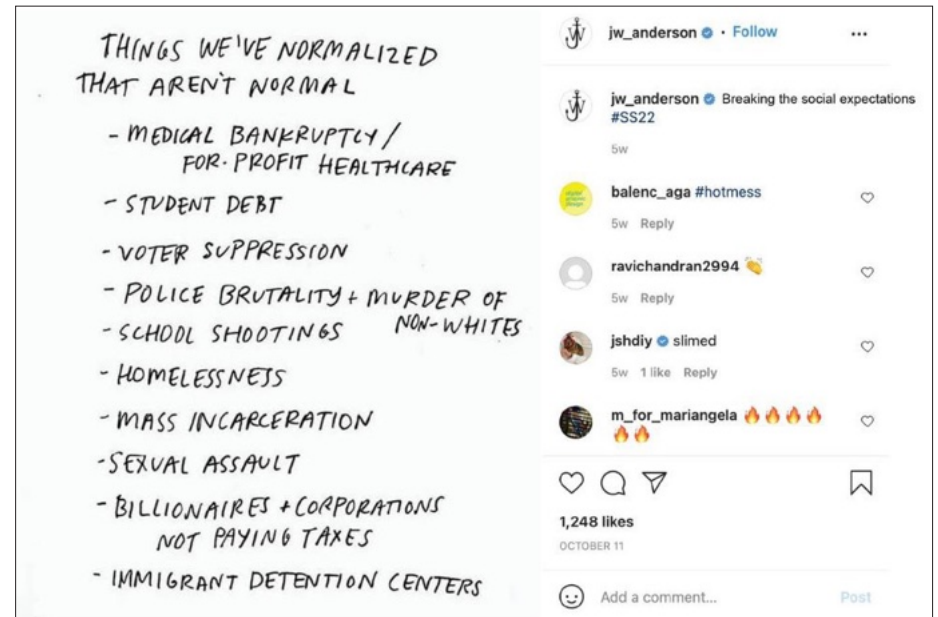
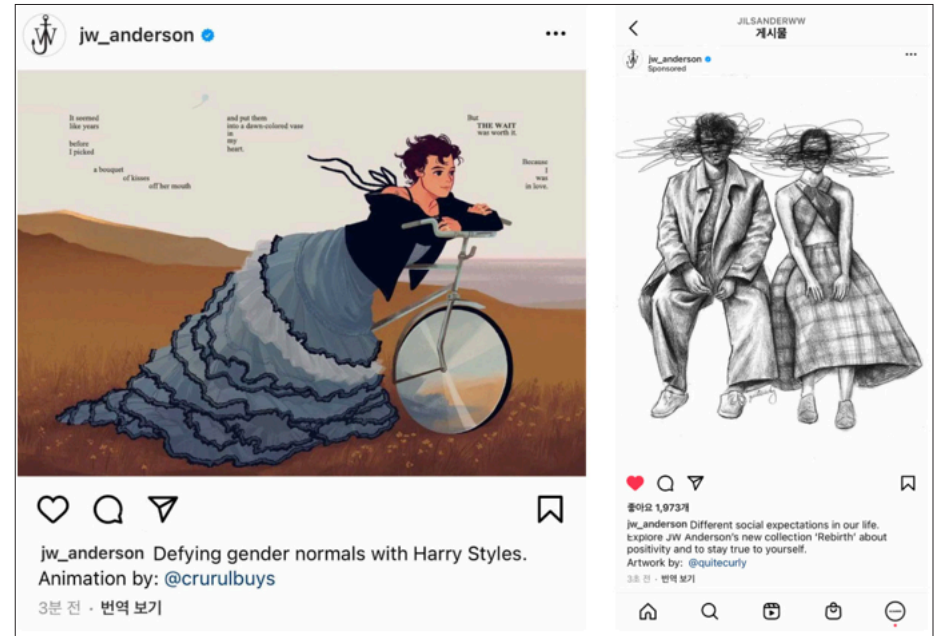
1 Identify

Marketing Problems

1. JW Anderson grapples with low social media engagement despite 1.1 million followers, resulting in an engagement rate below 1%.
2. To boost digital presence, invest in emotive campaign videos for platforms like YouTube, going beyond aesthetics to drive emotional connections with viewers and drive product purchases.
3. JW Anderson should spotlight their avant-garde designs and unique selling points more prominently. Currently, there's a lack of clarity regarding the brand's specialization and focused product offerings.
4. With only three physical stores globally, the brand struggles to match the presence of competitors.

Marketing Solutions

1. Implement various marketing promotion approaches and tracking their effectiveness through analytics.
2. Improve brand image by enhancing public relations through engaging events that highlight JW Anderson's specialties.
3. Boost brand visibility and credibility with celebrity endorsements or influencer collaborations.
4. Expand international presence with innovative approaches like pop-up stores at key locations.



Get ready for a revolutionary viral content experience with JW Anderson's Instagram thread, #jwsocial. Unveiling the extraordinary in the everyday, this platform encourages customers to share their untold stories, discrimination, and pain.



Planning 2

Name: The Social Expectations

Type: Branding Campaign

How will it work? This innovative initiative seeks to foster self-acceptance and understanding by leveraging animations and real-life models in a video presentation exploring the diverse social expectations ingrained in our thoughts and societal constructs.

When will it launch? November to January 2022

Campaign Message: "I'm not good enough," addresses the pervasive influence of our toxic selves and the broader toxic community. JW Anderson aspires to not only showcase its commitment to societal conversations but also to reinforce its brand ethos centered on thought-provoking narratives.

Mockup 2



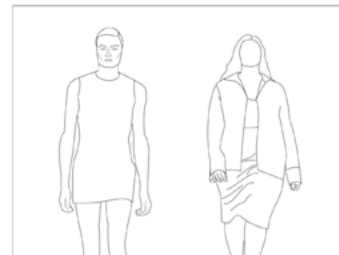
Scene 1: A voiceover whispers, "I'm not good enough."



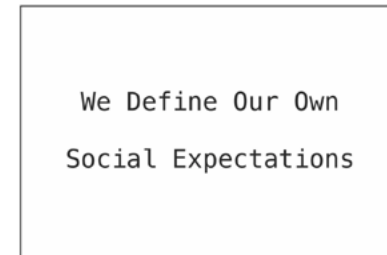
Scene 2: Changes whispers to words of affirmations



Scene 3: Freedom to define one's own identity. "Express Yourself"



Scene 4: Showcasing the JW Anderson fashion collection. Each outfit represents a unique style, "I am more than enough."



Scene 5: A call to action encourages viewers to embrace their authenticity and individuality and explore the empowering JW Anderson collection.



Direct mail emerges as a highly effective strategy, increasing the likelihood of customers engaging with the lookbook.

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
belled coat	100 - 1K	+100%	0%	High	--	\$0.82	\$2.69	
chain bag	1K - 10K	0%	0%	High	--	\$0.78	\$2.08	
chain loafers	100 - 1K	+100%	High		--	\$0.59	\$1.83	
patchwork cardigan	1K - 10K	0%	0%	High	--	\$0.62	\$2.45	
patchwork trousers	10 - 100	0%	0%	High	--	--	--	

Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)

3 Design

The Social Expectations
Introducing our newest collection with unique selections of silhouettes and genderless fashion. JW Anderson aims to increase genderless fashion through the new collection with selections of oversized coats, basic knitwear as well as flared dress.

NEW ARRIVALS BAGS WOMENS MENS SHOES

PRODUCTS: Patchwork coat, Black dress, Colorful sweater, Chain loafers, Patchwork cardigan, Chain bag.

CONTACT US, UK SHOW STORE, SHIPPING, RETURNS

JW Anderson is elevating engagement by offering a 10% discount for newsletter sign-ups, strategically building a customer email database.



Implementing a distinctive guerrilla marketing tactic, JW Anderson introduces #Breakthesocialexpectations.

102.7 KIIS-FM Los Angeles
LA's #1 Hit Music & Ryan Seacrest

On Air Schedule: Radio 102.7, John Hegler, All About Radio

Contests and Promotions: Artist Radio, Top Podcasts This Week

102.7 KIIS-FM Los Angeles Podcasts: Overt, The Podcast, scumbag in, The Podcast

Radio advertisement advocating for JW Anderson's 'Rebirth' collection, challenging gender stereotypes in fashion and encouraging self-empowerment.

Radio station: 102.7 KIIS-FM

OFF OFFICE

OFF OFFICE

Entrepreneurship Project

Final Marketing Group Project 2020
Academy of Art University (AAU)

OFF OFFICE is an **online experimental menswear brand**, which is born to provide an interactive online website and innovative pop-up marketplace for **work-from-home menswear** and for the new generation workforce. OFF OFFICE swears to create a revolutionary semi-formal business wear in pursuit of personal aesthetics. Moreover, appreciation at art and subcultures are heavily blended into our brand's identity.

The brand seamlessly integrates new technologies in merchandising and marketing, while blending streetwear style with the ongoing business wear revolution, and embracing subcultures and emerging forms of art within its conceptual framework.

PROJECT OBJECTIVES

In response to the pandemic, we had to adopt new methodologies of research, competitor analysis, and innovative marketing campaigns to create a collection that seamlessly combines laidback comfort with polished aesthetics, perfectly tailored for the demands of Zoom meetings in the new normal.

STYLE GUIDE

Font

Montserrat

Colors

Green (RGB 104, 250, 68)

TOOLS

Microsoft PowerPoint

Adobe Photoshop

1 Customer Persona



WILLIAM OLIVER

Gender

Men

Age

25

Job

Product Designer

Education

Bachelor's degree

BIOGRAPHY

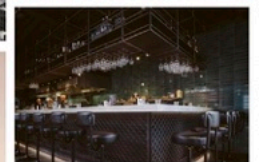
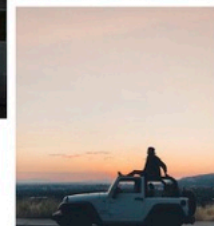
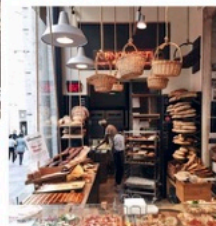
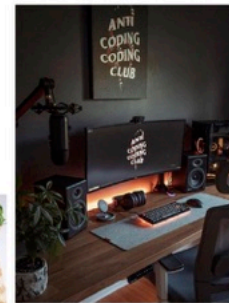
William is a product designer based in Los Angeles, America making \$80K a year. He loves to explore new coffee shops, restaurants, and museums with his friends. Throughout his decision making, he values quality and quantity without brand commitment. He wants to be able to mix and match different styles in his wardrobe for a semi-formal look, suitable towards his lifestyle and personality.

PERSONALITY

Positive, outgoing, inventive, and adventurous

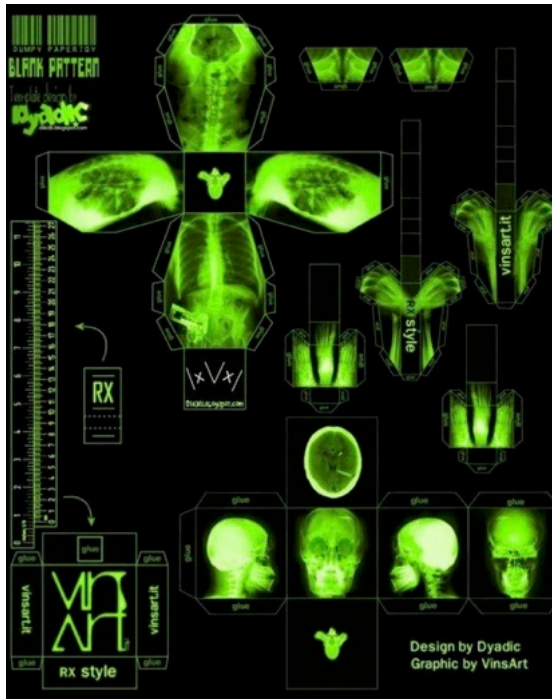
NEEDS

Zoom wardrobe and going out with friends after with the same outfit to avoid washing a lot of clothes



PRIMARY RESEARCH SURVEY MONKEY

Research 2



Questions

1. What is your age?
2. Do you identify as male or female?
3. How would you characterize your fashion style or that of your significant other? (Options: streetwear and casual, overdressed with accessories and dress shoes, exclusive to luxury brands, formal wear)
4. What factor influences your apparel purchase the most? (Options: customer service, convenience, affordability, quality, sustainability, innovative products)
5. How frequently do you shop online? (Options: 1-3 times a week, weekly, every season, monthly, once a year)
6. How do you typically shop for work attire? (Options: online shopping, brick-and-mortar store, combination of online and retail, social media)
7. Which social media platform do you use most frequently? (Options: TikTok, Instagram, YouTube, Facebook, Twitter)
8. Which brand holds the most significance for you? (Options: Comme des Garçons, Louis Vuitton, Supreme, Bape, etc.)
9. What is your budget range for using a stylist? (Options: <\$30, <\$50, <\$100)
10. When purchasing clothing, what fit is most important to you? (Options: tight, true to size, loose, oversized)



Result

- Convenience and affordability is important and a problem to our potential customers
- 19/41 customers prefer looser fit
- 32/41 customers would only pay for a stylist under \$30
- 8/41 customers spend their money on Supreme
- Instagram is customer's most preferred social media
- Customers mostly shop weekly or monthly.
- Customers purchase their products online and retail
- 25/41 respondents wear streetwear/casual and 10/41 said business casual

Competitor Analysis 3

Direct Competitors

Off-White™


Off-White is founded in Milan, Italy by an American designer Virgil Abloh in 2012 famous for producing streetwear. His brand name off-white come from an idea of **Defining the gray area between black and white known as off-white.**

Store locations: 52 locations- mostly in Asia (11 stores in China, 8 in South Korea, 5 in Hong Kong), online and in department stores (Neiman Marcus, Nord's porter, Saks fifth avenue, Farfetch) high population density, urban locations.

Brand personality: innovative, simplistic, unique, trendy, comfort

Product categories: outerwear (coats & jackets), tops (sweatshirts, knitwear, shirts), bottoms (pants, skirts, shorts), dresses, swimwear, activewear, bags, shoes, accessories, homeware (bath, bedding, tableware, furniture, umbrellas, soft furnishings, beauty & grooming)

Pricing strategy: premium pricing (\$220 t-shirt - \$3235 blazer)



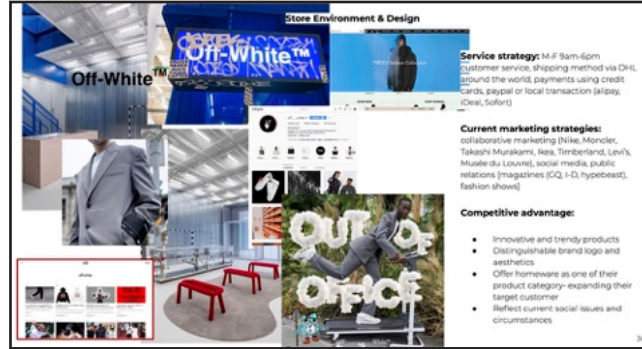
Store Environment & Design

Service strategy: M-F 9am-6pm customer service, shipping method via DHL, around the world, payments using credit cards, paypal or local transaction (alipay, Weat, Sofort)

Current marketing strategies: collaborative marketing (Nike, Moncler, Takashi Murakami, Ikea, Timberland, Levi's, Musée du Louvre), social media, public relations (magazines (GQ, i-D, hypebeast), fashion shows)

Competitive advantage:

- Innovative and trendy products
- Distinguishable brand logo and aesthetics
- Offer homeware as one of their product category- expanding their target customer
- Reflect current social issues and circumstances



UNDERCOVER JUN TAKAHASHI


Jun Takahashi's Undercover embodies the quintessence of Japanese cool, channeling **raw edged rebellion and dramatic high-concept elegance** to produce an inimitable auteur vision that fascinates in its duality. Takahashi founded his long-lauded label in 1993 on the way to graduating from Tokyo's Bunkyo Academy of Fashion, breaking the unwritten "apprenticeship first" rule for young Japanese designers. Such irreverence and restless energy earned his **only punk-themed pop.**

Store locations: Stores in Asia, North America, Australia, Europe (22 stores in Japan), department stores (hat a porter, Dover street market, Nordstrom, Shopstyle, Farfetch)

Brand personality: creative, daring, dark, mechanic, layered, deconstructive

Product categories: Tops, Outer, T-shirt, Bottoms, skirt, one piece (dress), shoes, accessories, Others (eyeshims, bag@trick)

Pricing strategy: Premium pricing (\$180 t-shirt - \$8,630 coat)



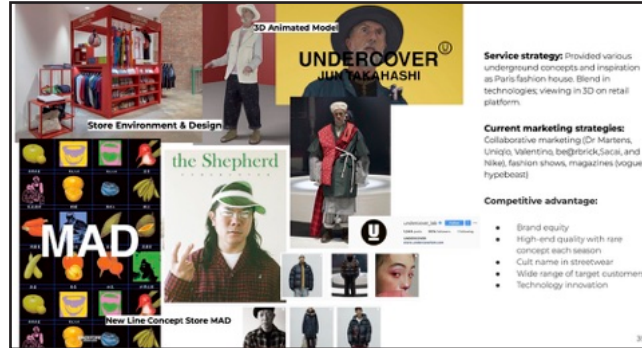
Store Environment & Design

Service strategy: Provided virtual, underground concepts and inspiration as Paris fashion house. Blend in technologies, viewing in 3D on retail platform.

Current marketing strategies: Collaborative marketing (Dr Martens, Uniqlo, Valentino, Be@rbrick, Sacai, and Nike, fashion shows, magazines (vogue, hypebeast))

Competitive advantage:

- Brand equity
- High-end quality with rare concept each season
- Cult name in streetwear
- Wide range of target customers
- Technology innovation



VETEMENTS


Paris-based collective Vetements grew out of a group of young designers' desire to **escape the continual rebranding and reinvention of the fashion cycle. Focusing on long-lasting, meaningful pieces** with immediate appeal rather than thematic seasonal collections, the group presents refined alternatives to overthought design. Head designer Demna Gvasalia and collective members with previous ties to Maison Margiela, Louis Vuitton, Balenciaga, Celine, and Anthony's Royal Academy of Arts (1999) touches of **high price and deconstruction is always deconstructed and reworked**, oversized trousers and overcoats, raw hems, elongated knits, and asymmetrical shapes.

Store locations: Official online website, online department stores (hat a porter, Dover street market, SSENSE, Mytheresa, Farfetch) **No brick-and-mortar store**

Brand personality: risk taker, avant-garde, subcultural, rebellious

Product categories: outerwear, tops (hoodies, knitwear, sweater, t-shirts, shirts), bottoms (pants, jeans, skirts, shorts), dresses, activewear, bags, shoes, accessories

Pricing strategy: Premium pricing (\$99 socks - \$6,963 shearing coat)



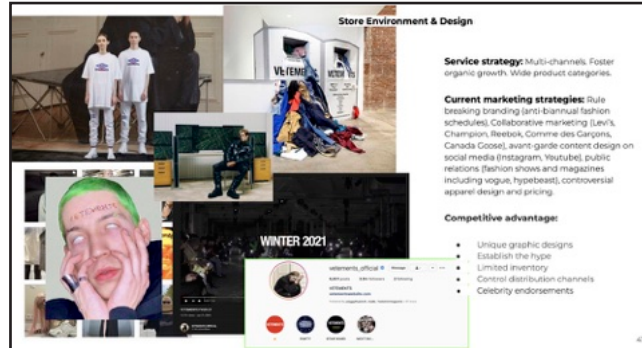
Store Environment & Design

Service strategy: Multi-channels. Foster organic growth. Wide product categories.

Current marketing strategies: (rule breaking branding (anti-biannual fashion schedules), Collaborative marketing (Lululemon, Champion, Ikea, Comme des Garçons, Canada Goose), avant-garde content design on social media (Instagram, YouTube), public relations (fashion shows and magazines including vogue, hypebeast), controversial apparel design and pricing.

Competitive advantage:

- Unique graphic designs
- Establish the hype
- Limited inventory
- Control distribution channels
- Celebrity endorsements



DOVER STREET MARKET

Dover street market started in September 2004 by Comme des Garçons' owner, Rei Kawakubo and her husband Adrian Jaffe. DSM is a **multi-brand retailer** with all Comme des Garçons' brand as well as other streetwear brands such as Vetements, Noah, Palace, Brain Dead, Maison Margiela, Stussy and more. Its first store is in Mayfair, London.

Store locations: 8 locations: New York, Singapore, Beijing, Los Angeles, London, Ginza (Japan), Paris, Online store

Brand personality: artistic, avant-garde, untraditional, niche, mix-cultural, luxury, no rule

Product categories: T-shirt, sweater, hoodie, outerwear, Bottoms (sweatpants, jeans, trousers) bags, shoes, accessories.

Pricing strategy: Anti-department store with wide range pricing, value-based pricing.



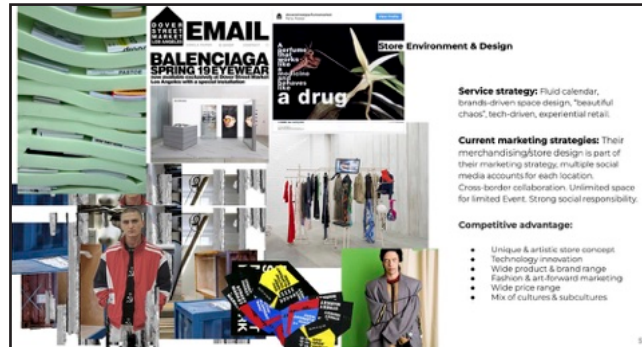
Store Environment & Design

Service strategy: Fluid calendar, brands-driven space design, "beautiful chaos", tech-driven, experiential retail.

Current marketing strategies: Their merchandising/store design is part of their marketing strategy, multiple social media accounts for each location. Cross-border collaboration. Unlimited space for limited Event. Strong social responsibility.

Competitive advantage:

- Unique & artistic store concept
- Technology innovation
- Wide product & brand range
- Fashion & art-forward marketing
- Wide price range
- Mix of cultures & subcultures




Indirect Competitors

4 Marketing Channels



Models will walk around the di
brought attention from others



Residence Area Guerilla



Fashion

strict in an aligned manner (this will help

District Guerilla

Elevator Guerilla (Inside malls/train station)



Product (Service) /Personal Styling

How to style my denim shirt?

Here are some recommendations for your danim look.

Do you have any accessories for this kind of style?

Yes. Here are my recommendations.

Thanks a lot!

No Problem. Your personal stylist will always be here.

Styling Editorials in Digital Catalogues

Online Chat on Website

Online Chat on Phone

Internet Marketing /Search Engine Marketing (SEM)

Google

Search engine marketing is a paid advertising based on keywords, and paid when customers click on the ad.

Cost: \$60/day x 3 months (February, June, September)= \$5,400

A draft campaign is ready to publish

Instagram influencers:

- @Curlyfryspeed 148K
- @Olibrom (Oliver Bromfield) 279K
- @Kosta_kara 30.8K

Tiktok (affiliate payment method)

- Wisdom Kaye (@wisdm8) 4.7M followers
- 6% commission sale/order (with special codes/link)
- Ex: 6% x \$500 = \$30

Influencer Marketing

Instagram influencers:

- @Curlyfryspeed 148K
- @Olibrom (Oliver Bromfield) 279K
- @Kosta_kara 30.8K

Tiktok (affiliate payment method)

- Wisdom Kaye (@wisdm8) 4.7M followers
- 6% commission sale/order (with special codes/link)
- Ex: 6% x \$500 = \$30

Evalea

Product Development

Final Project 2021

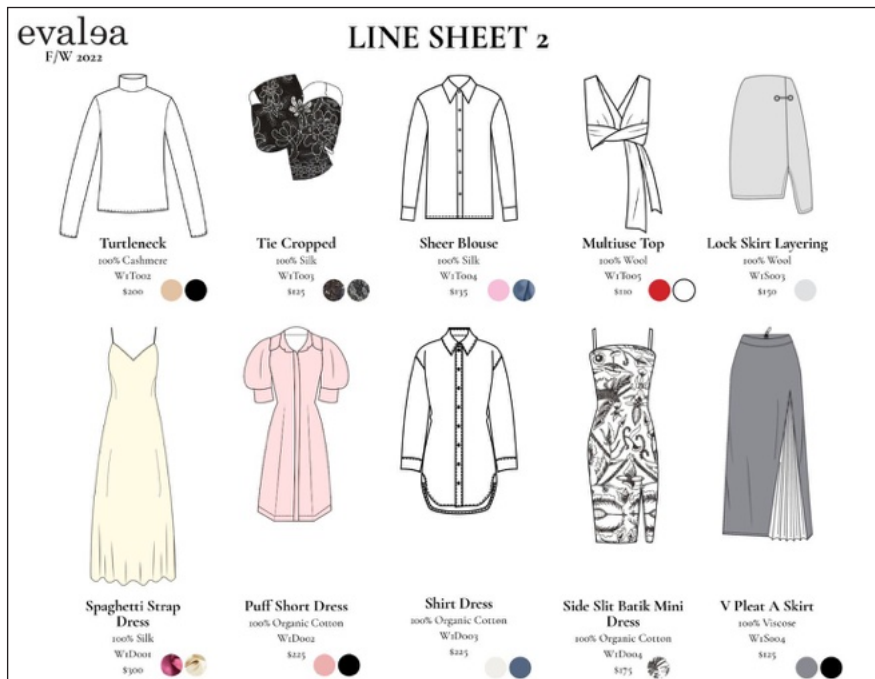
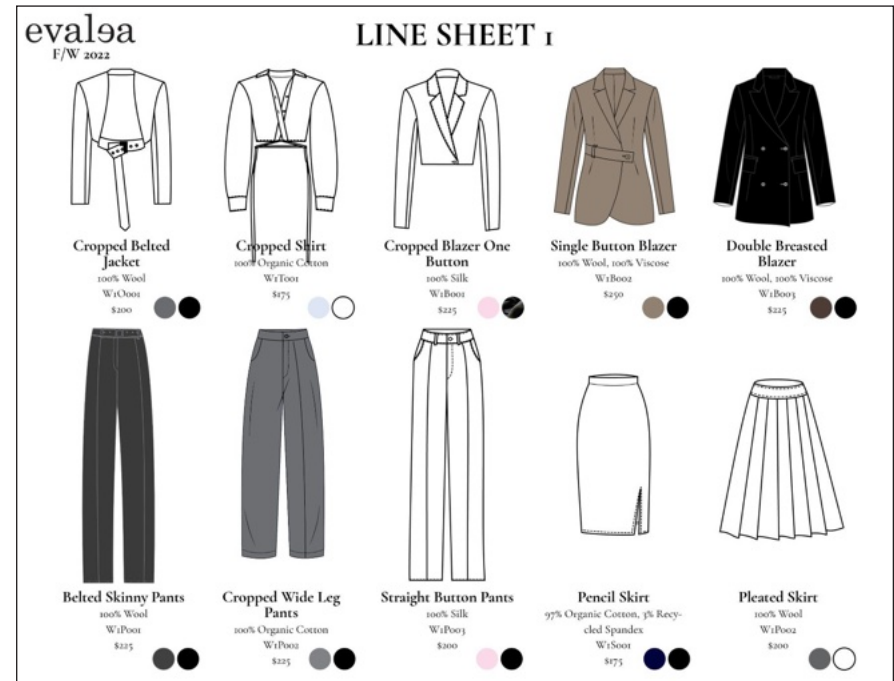
Academy of Art University (AAU)

Application: Adobe Illustrator, Photoshop, Indesign

Evalea is a modern office wear and lifestyle brand infused with Indonesian traditions. Inspired by Batik, the traditional wax-resist dyeing technique, the brand redesigns classic attire to align with current trends.

What I learn: Create 2D designs through Illustrator and generate creative designs based on Indonesian culture.

Improvement: Improve line flow from one point to the next to streamline color edits.



evaløa

F/W 2022

LINE SHEET 4

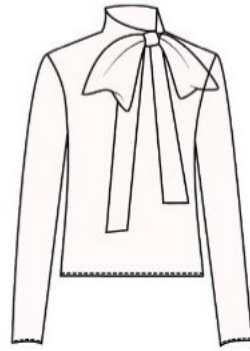


Poplin Shirt

100% Organic Cotton

WiToo6

\$125



Tie Blouse

100% Silk

WiToo7

\$200

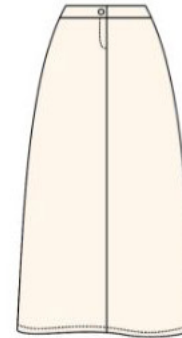


Wide Collar Blouse

100% Silk

WiToo8

\$155

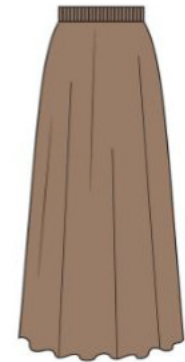


One Button Skirt

100% Silk

WiSoo5

\$175



Knee Pleated Skirt

100% Cotton

WiSoo6

\$150



V Neck Cardigan

100% Merino Wool

WiToo9

\$200



Crop T-Shirt

100% Organic Cotton

WiToo0

\$75



Buttoned Midi Skirt

100% Wool

WiSoo7

\$225



Midi Full Pleated Skirt

100% Organic Cotton

WiSoo8

\$125



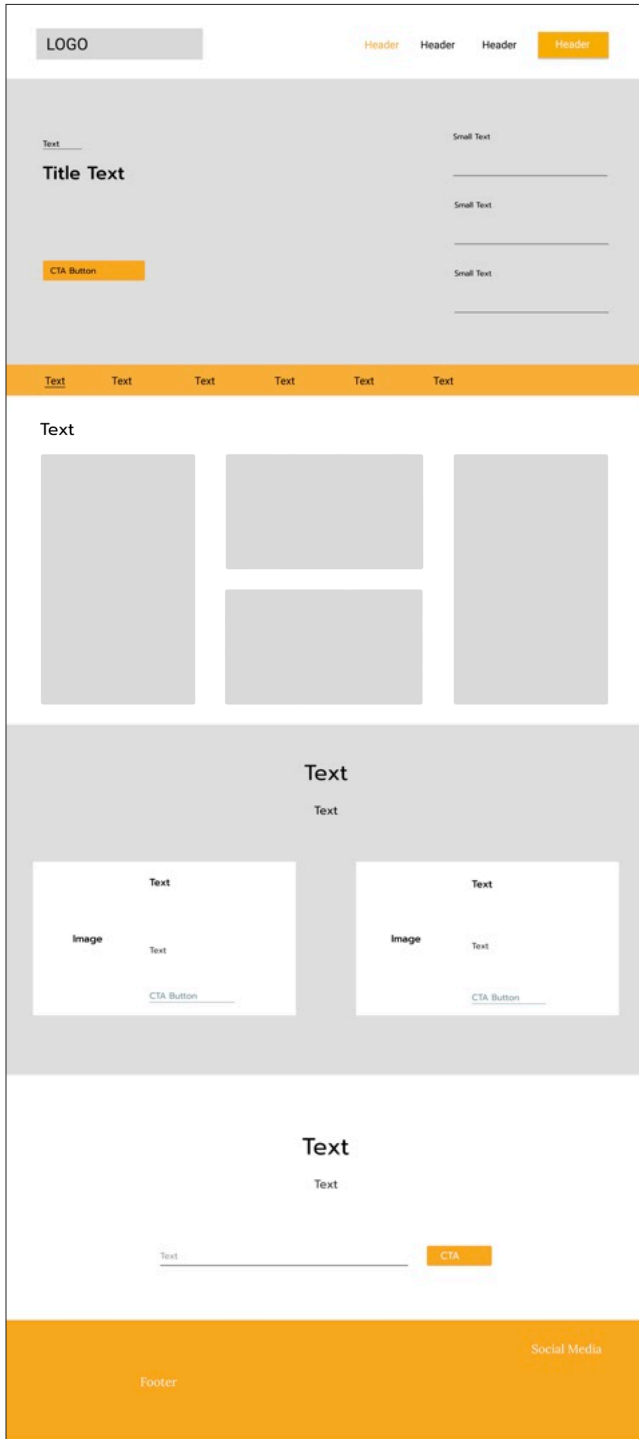
Mermaid Skirt

100% Wool, 100% cupro

WiSoo9

\$200





MyNeighbor (Indonesian: Tetanggaku)

Website Creation Volunteer Project

Application: Figma

MyNeighbor is driven to establish a comprehensive platform where individuals can seamlessly share their resources with those in need, fostering connections between countries from America to Indonesia and beyond. As a nonprofit, we focus on linking donors and like-minded individuals to nonprofits through their websites, gaining valuable insights into our diverse community's preferences.

What I learn: I've acquired skills in crafting website prototypes using Figma, fostering collaboration across diverse teams, and implementing user-centric approaches to ensure intuitive navigation and an enjoyable user experience.

1 Wireframing



To enhance our visibility and accessibility, we generate search engine-optimized blog posts, ensuring that people can easily discover our platform and contribute to our collective mission of providing support and assistance globally.

Inequality

Indonesia's Ongoing Battle with Poverty and Resource Inequality: A Looming Threat to Our Future Generations

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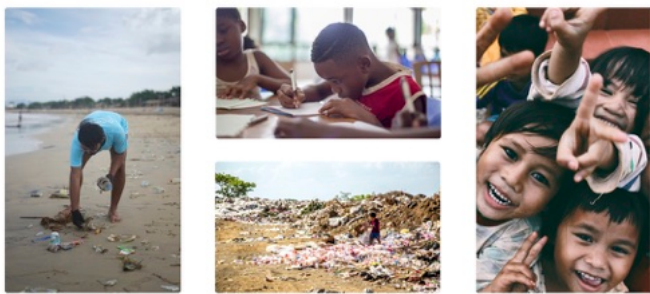
Empowering Education: Nurturing Christlike Character and Academic Excellence

From Plastic Waste to Quality Education: Happy Hearts Indonesia's Eco-Friendly School Initiative

Empowering Women Through Education: Breaking Barriers to Challenge Early Marriage and Gender Stereotypes

All Volunteer Education Children Inequality

Recent Stories



"To help, To serve, To connect"

Ways to help:



Support Our Effort to Construct an Eco-Friendly School for Children

Happy Hearts Indonesia: Turning Plastic Waste into Eco-Friendly Schools with black solutions

Make a contribution



Empower Children's Education with Kairos Papua

Nurturing Christlike Character and Academic Excellence

Empower Change

Stay Engaged with Our Work

Subscribe to the Myneighbor newsletter and stay updated on the latest happenings in your community.

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If You Want To Go Fast, Go Alone. But If You Want To Go Far, Go Together.

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Poverty Alleviation
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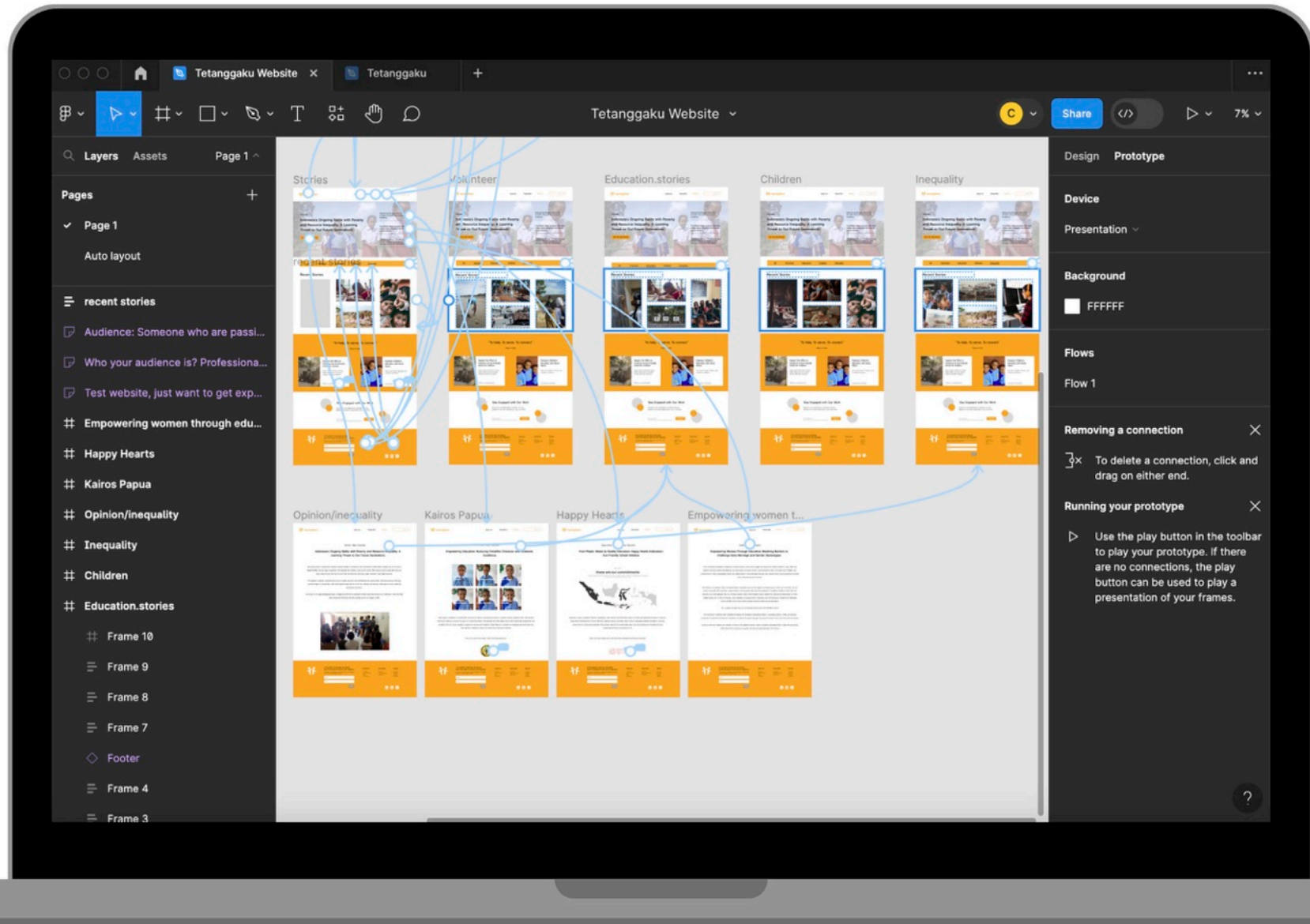
Stories
Volunteer
Education
Children
Inequality



2 High Fidelity mockup



3 Prototyping



What I can do better: Explore alternative design methodologies like responsive and interactive designs. In my next project, I can also prioritize creating more inclusive designs with a focus on accessibility through testing across diverse user needs.